

IN THE DRAWINGS

The applicants have amended Figure 3 to include the reference designation 128, which is associated with the "advertisement manager." The applicants submit that the additional reference designation does not add any new subject matter. Furthermore, the applicants have included herewith this response a complete set of formal drawings to replace the previously filed informal drawings.

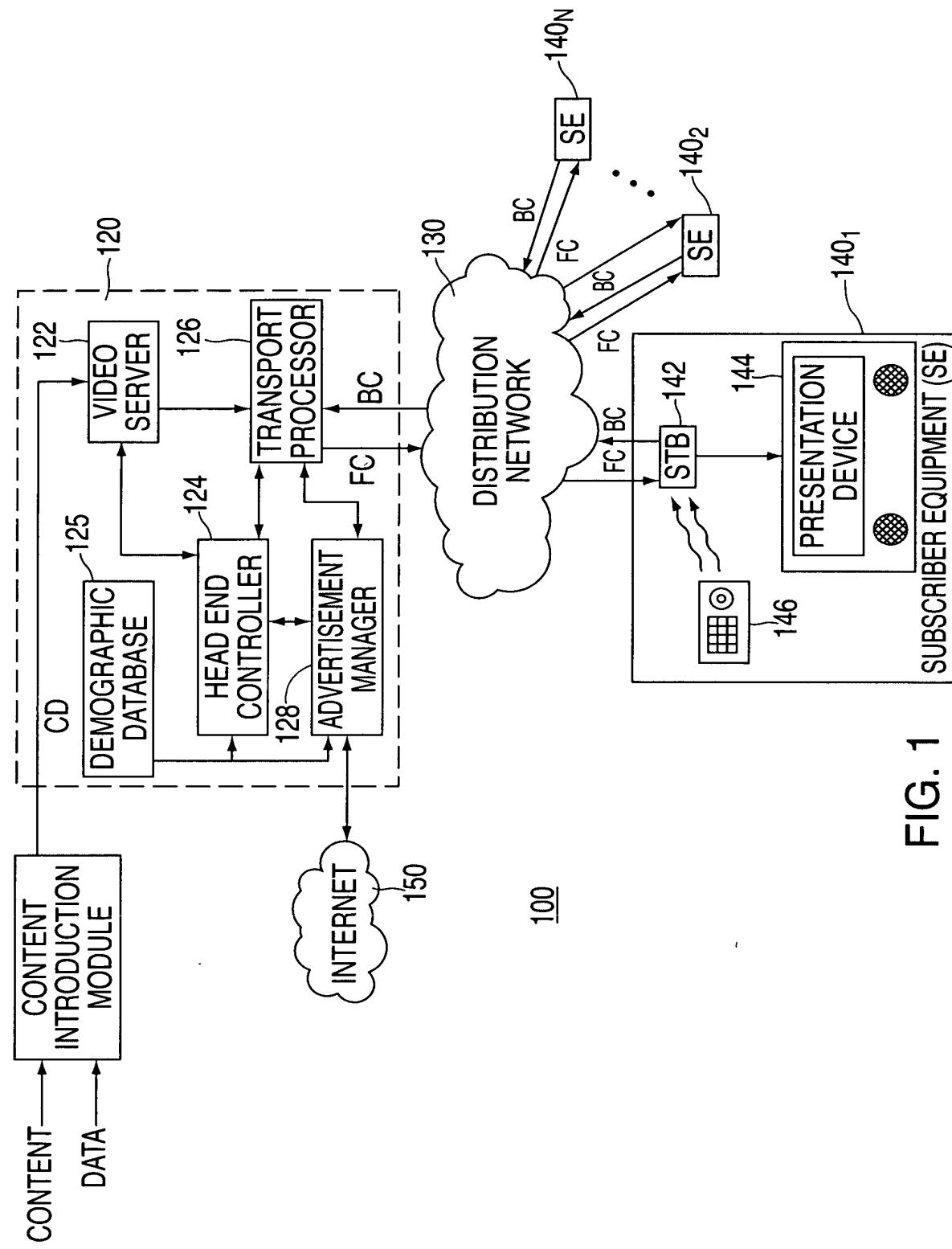


FIG. 1
SUBSCRIBER EQUIPMENT (SE)

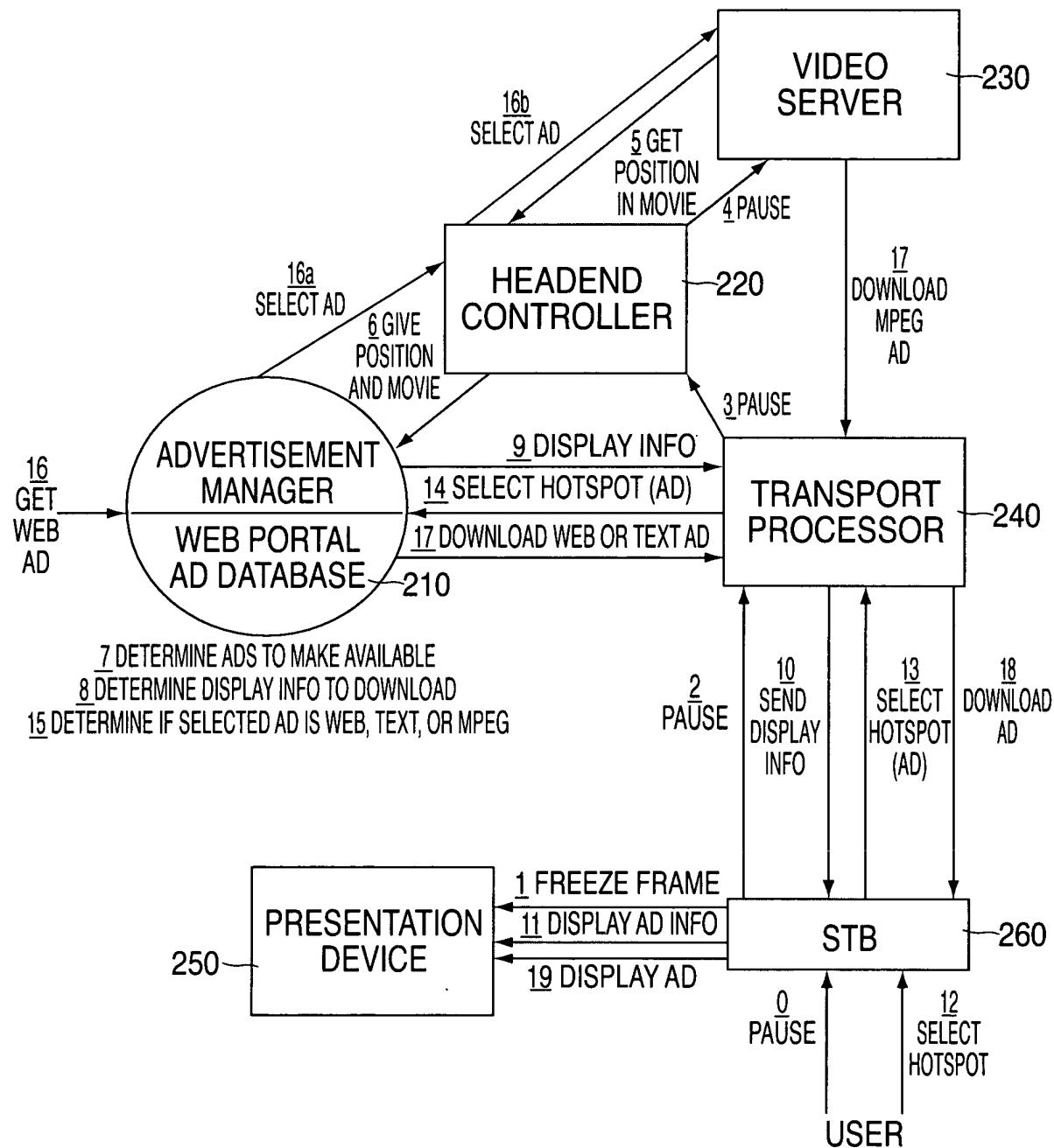


FIG. 2

CONTENT DATA FLOW

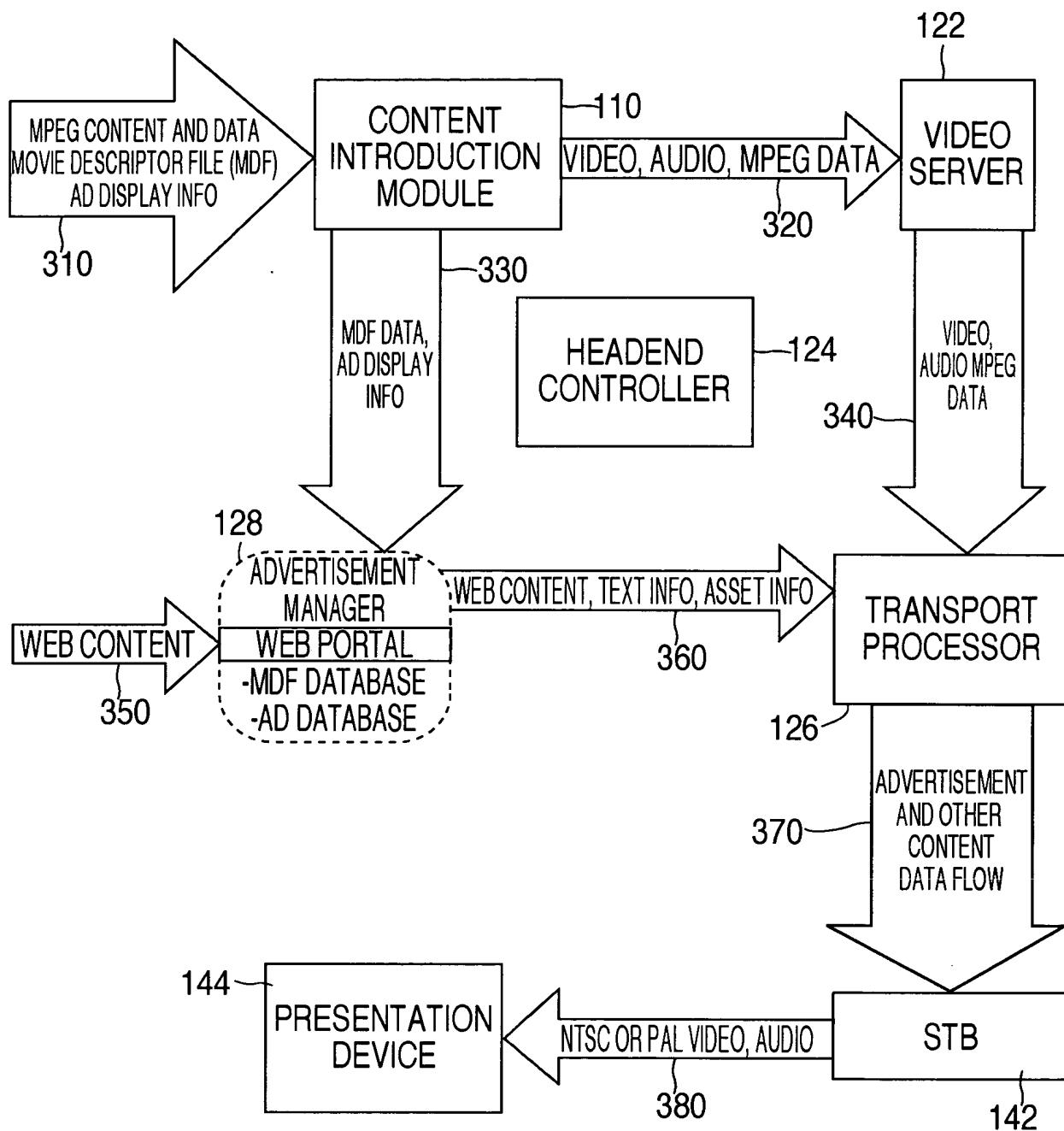


FIG. 3

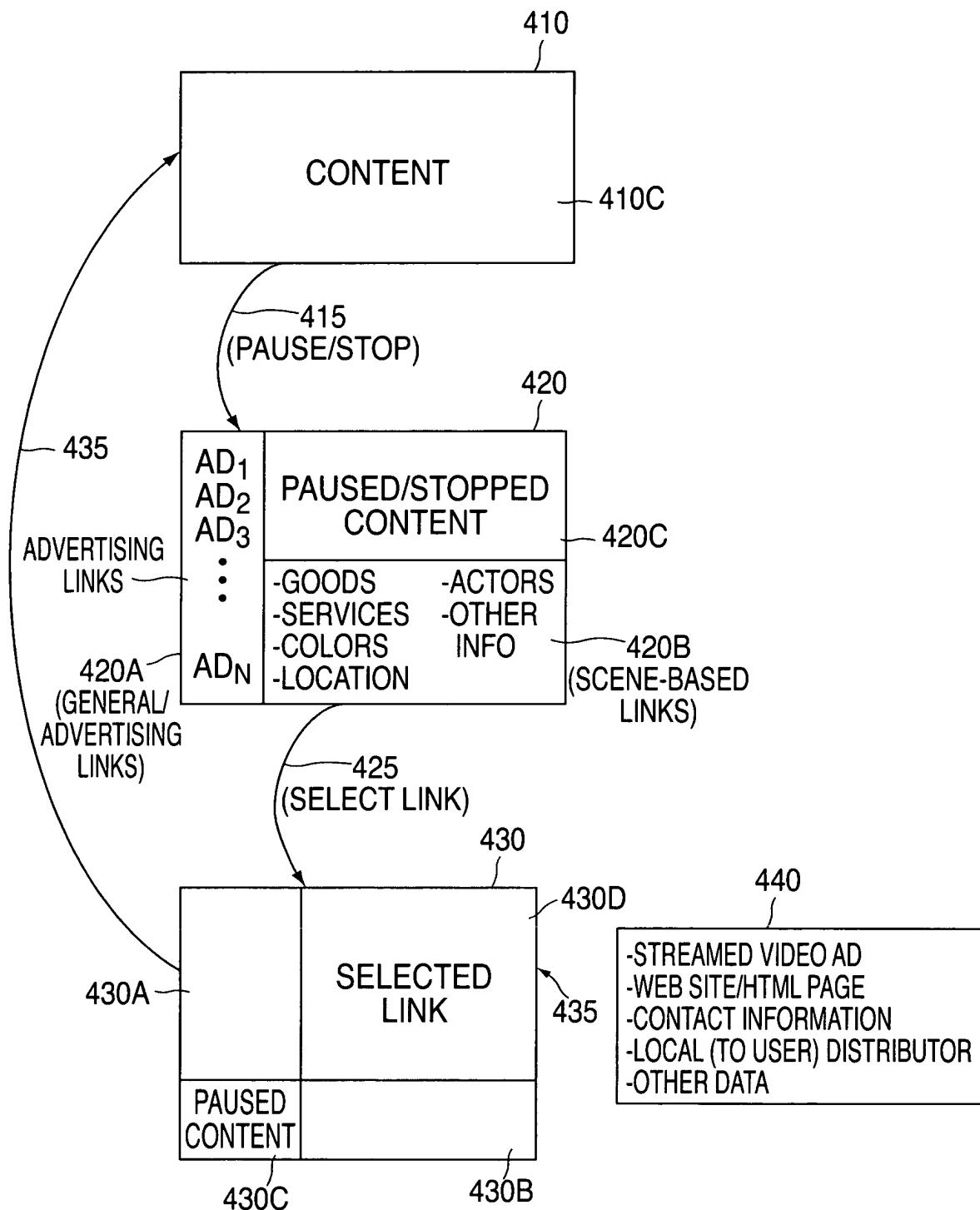


FIG. 4

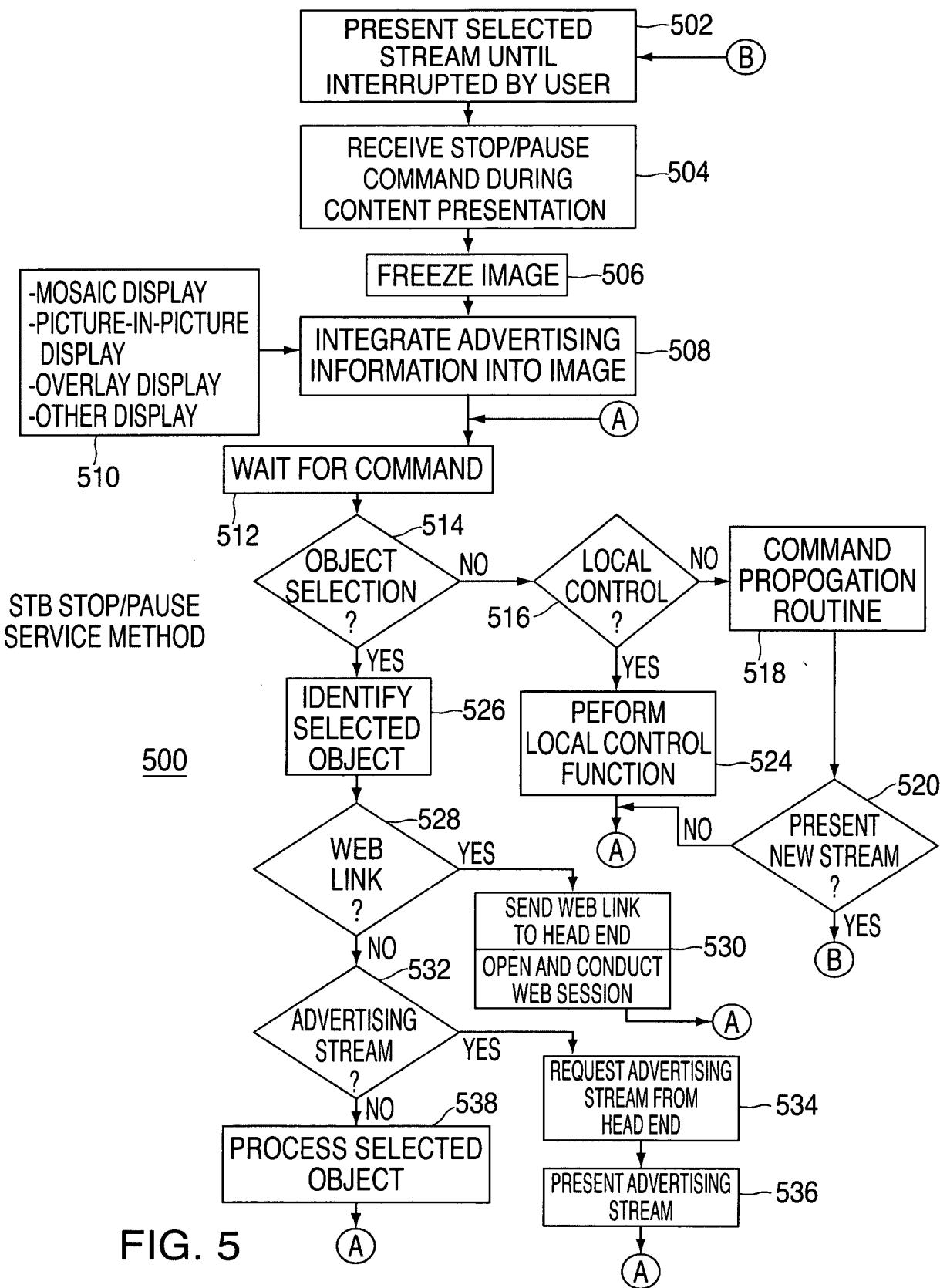


FIG. 5

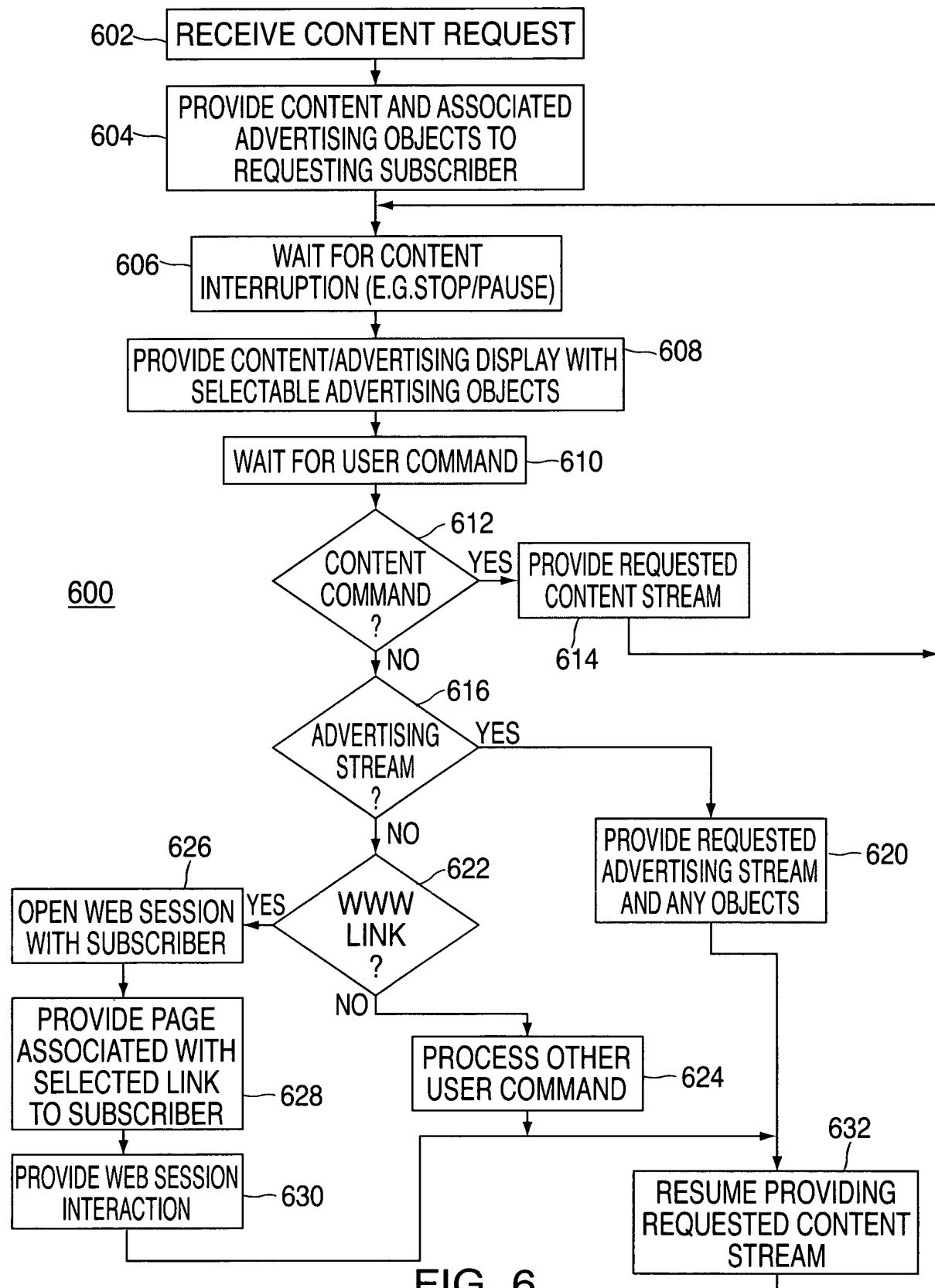


FIG. 6